Job No. 806 June, 1954 Number	Place
1. Do you find that, in general, prices around here are going up,	3d. What was the last brand you smoked regularly?
coming down, or staying about the same in the last few months?	Worker State
Antonia de la companya de la debada de la companya de la companya de la companya de la companya de la companya La companya de la co	(####); 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
UP	10-1 Raleigh (Reg.)
6	Cavalier 2 Raleigh (King)
Down	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
& Same	Chesterfield (Reg.) 3 Sano
Took Fast warmen work	Chesterfield: (King)4! Spud
Chaused postering principles and Dischild the Chaused of the Chaused State of the Chaused Sta	The second was the second seco
The state of the s	Comment of the commen
Stood racha some unchange of such	Dunhill5 Viceroy (Reg.)
2. How about prices of cigarettes? Do you remember hearing of	William 2 Qui
any price change on brands of cigarettes recently? (If "Yes")	7 Herbert Tareyton6 Viceroy (King)
On what brands?	Kent 7 Winston Wash
fast out on the second	
At one of the antison of the man of the same of the sa	】 「 「 」 「 」 「 」 「 」 「 」 「 」 「 」 「 」 「 」
Stern total Nection of the Sharp of Election 17-5:	- in the second second to the second
the first of the second	L&:Mi9i Other regular
Chesterfield6	
Other7	Lucky Strike
	Marlboro X Other filter
No8	
The first	Old Gold (Reg.) Y Roll your own
Den't know9	Old Gold (King):11-1.
32. Do you now ever smoke cigarettes—as much as a pack a week?	Pall Mall 2 No regular brand
Van 9 1 (ELIn. 4. 4)	Parliament (Reg.)3 Did you smoke mostl
Yes. 8-1. (Skip to 4)	Parliament (King)
No2 (Ask b)	Parliament (King)4 Regular size
	Philip Morris (Reg.): 5 King size
b. Did you use to moke cigarettes—as much as a pack a week?	Philip Morris (King)6: Or filter tips:
Yes8-3 (Ask c)	
THE REPORT OF THE PROPERTY OF	No regular type:
No4 (Skip to 13)	Don't know
Correspondent Stand	\$
c. How long ago did you stop smoking (so much)?	
mminus avadenis su s	e. Why did you stop smoking cigarettes (so much)?"
One month or less9-1	·
1 to 6 months2	
6 months to 1 year3	13-
1 - 2 years ago4	\
All a years ago	1
2 - 5. years ago:5	
	14- \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \ \
5:- 10: years ago:6.	
10 years ago or more7	
Don't know8	Don't know14-Y

•	What brand of cigarettes do	4				5a. How long have you been smoking (present branc regularly?
and the second		-• .	_5c	64.	1	One month or less21-
		Now	Switch	Used to	***	1-3 months
		smoke	to	smoke	1.1.	value is a financial felor
÷"	Comel (P)					6-9 months
	Califer (W)	9-1	13_1	17-1	! ~~?	9-12 months
. 8	Cavalier (K)	2	2	2		1
	Chesterfield (Reg.)	3	3	3	5	ny stiff 1-2 years
Č.	Chesterfield (King)	4	4	4		2-5 years
	·				*	5. years or more:
· '8'	Dunhill (K)	5	5			Don't know
31	Embassy (K)	6	6	6	#	g grand francis
	Encore (F)	7	7	7		b. Do you think you'll still be smoking (present bran
	Fatima (K)	8	8	8		six months from now, or do you think by then y
116	and to a Monthly	· 62	Name of the	chanal	1	may, be smoking some other brand?
	Herbert Tareyton (K)		9	9		Same Samed 2140 (Skin to
. Y	Kent (F)	0	<u></u> 0	0	13 Au	Same brand 21-9 (Skip to
	Kool (Reg.)	×	X	X	(25.3	Other brandO(Ask c and
. 1.~	dia		Y	Y		Probably stop smoking (vol.) X (Ask'e)
2.	Roof (King)					Don't knowY (5kip to
	L & M (F)	10-1	14-1	18-1		<u>'.</u>
	Lucky Strike (R)	•	2	2		c. What brand do you think you'd be most apt to swit
•	Lucky Strike (R)				6-71	to? (RECORD AT LEFT IN 5c COUUNN AND AL
	Marlboro: (R):		3	3		ASK 5d1
	Old Gold (Reg.)	4	4	4	-	
	Old Gold (King)	5	5	5	•	d. Why (brand in "c") rather than some other bran
ŧ						
	Pall Mall (K)		6	6		22+
ē.	Parliament: (Reg. F)	7	7			227
	Parliament: (King. F)	8	8	8		1.
	Philip Morris (Reg.)	9	9	9		
	Philip Morris (King):		0	0		(5)
	rump month (temp)					23+ (to
	Raleigh (Reg.):	X	X	X		1.
	Raleigh (King)	Y	Y	Y		1
	Regent: (K)		15-1	19-1		}
				2		Don't know 23+Y
	Regent (King F)	2	2			
	Sano (King)	3	3			e. Why do you think you will stop smoking cigarett
-	Sano (King F)		4	4		
	Spud (R)					
	Spud (K)			5		
	Viceroy (Reg. F)	6	6	6	-	
	Viceroy (King F)		7	7		24-
	Winston (F)					<u>.</u>
Q.	Winston (F)		8	8		
	Other regular	9	9	9		
	Other king size		0	0		Don't know 24-
	Other filter		X			Don't know:24
	Other liter	A	A	X		
	No regular brand	12-1. \		20-1 \		6a. What was the last brand you smoked regularly before
	Do you usually smoke:	ì	ľ		h	you smoked (present brand)? [RECORD AT LE
	Regular size	٠, ١	ı	2	h -	IN 6d COLUMN AND ALSO ASK 66)
			ı	2/	ı	
	King size	3. ((Skip	3	(Skip	b. How did you happen to leave (old brand in t
	Regular size filter	4/	?-to-71	4/	to 71	and change to (present brand in 4)?
	King size filter	5 \	,	5\	1	
	No particular kind	6	'	6	ľ	
	Don't know	<u></u> 7·]		-	1	1
	None	,	1		''	25-
	11000	aa. /.		81		
	. (5c:cont.	.)				
	No particular 8	rand but				
	Regular		16-2\	(ISKI)		26-
	King		,	to 6)		1.
	Filter		,	!		ii .
	5.4		,			
	And no part					Don't know 26-

1: •

7. About how many cigarettes a day do you usually smoke?	10a. Is mildness something that you particularly, look for in an interest or most the sense of t
Fig. 1 (2. 1)	Look for mildness 34-1
14. 20. auft ein 2810 ten be 2010 ten 22 - 15	not being a Don't particularly look for mildness 2
\$ 16 - 25:3	Construction Don't know to the construction of
the and a second proposal section of the second sec	TOP TO A CONTROL OF THE STREET OF THE STREET TO STREET TO STREET
	b. When you think of a "mild" cigarette, do you think of one
	that is: mild. tasting, or easy on your throat, or what? (DOUBLE RECORD IF NECESSARY)
6 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 -	Mild testing 35-1
3. Solic Street out the rest of the street o	
Don't know8	Easy on your throat
The State of the s	'Out 25
Sa. I'd like to ask you a question about the brands of cigarettes	the (write in)
on this card. (HAND RESPONDENT WHITE CARD) Which of	
those brands do you think has the best looking package?	- Don't know
The worst looking package?	मार्थिक केलाक, मुख्य स्थानक विकास के अक्षेप्रकार मेरे उठान केला के प्राप्ति भरीक्षर
<u>b.</u>	் இரு நடித்தின் நடித நடித்தின் நடித்தின்
Has best: Has worst Ads Ads	Illa. Some people say the popular brands of cigarettes are so nearly alike no one can tell the difference; others feel there
looking looking liked liked package package best least	is enough difference between brands to be really noticeable.
	Here are three different packages of cigarettes. Two of them
Camel28+1 29-130-131+1	are supposed to be the same. The other is different. I wonder if you would take a few puffs on each of them and see if
L&M2222	you can tell which is different. Of course, this is a pretty
Lucky Strike333	difficult test. You may not see any difference in them.
Chesterfield444	R different 36-1
Pati Maii55	S différent2 (Ask b)
Philip Morris 6 6 6 6	S different:2 {Ask b}
- • • • • • • • • • • • • • • • • • • •	T'different3
	No différence 4\
Parliament888	1
Kent 9. 9. 9.	All different:5(Skip to 12)
Winston000	Don't know6
Don't know X X X	
L . 31	Refused7/
b. Which of these brands has the advertising you like best?	b. Which kind do you like better: (kind answered in "a") or
Which do you like:the:least? (RECORD:ABOVE)	the others?
TF NO REGULAR BRAND IN 4, SKIP TO 10	The "different" one36-8)
	(Ask c)
9. Now, going back to (your present brand) for a minute, which	Those that were the "same"9)
of the words and phrases on this card do you personally think	Don't know0 (Skip to 12)
are particularly good for describing (present brand?) (HAND RESPONDENT BLUE CARD) Any others?	
•	c. Why do you like those better?
Full rich flavor32-1 Different33-1	
Good tasting2 Clean2	
Mild3 Sweet3	
Gives you a lift: 4: Fresh: 4	•
Spicy5 Satisfying5	37-
Good aroma 6 Character 6	
Strong 7 Smooth 7	
No bad after effects8 Quality8	• • •
None or don't know9	Don't know37-Y

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en de la composition de la composition La composition de la	grande to the management of the comment of the comm
	, v
-	T .
12a. Mr. Roper also sent us some sample cartons of two different	13d. What is your occupation? Annual and a set the A. A.
brands of cigarettes. They are unmarked cigarettes put up in plain packages, but they are actually made of the tobacco	19-78 in an array > Professional or executive40-1
from two brands now on the market. I'd like to give you a	we the second se
couple of cartons of each kind, and come back after you have had a chance to smoke them to see what differences	Farm proprietor2
you found between them and which you liked best.	. Small store or shop proprietor3
was to the many state a series and a to keep man of the control of	White collar (clerical and sales)
The second of the same of the second of the	
Refused2: (Skip to 13).	25 Personal service and protective: 5
	Farm labor6
Red3 satr0	9. The December of States States 7.
Black4	A Company to the company of the comp
The same of the same of	Entrangly To Control Non-factory labor 2.6% 8
b. We would like to suggest that after trying one or two of	Your hard a reach Homemaker9
each kind, you then smoke a whole pack of one and, after	Par Student Street of the Anna Will 0
that, a whole pack of the other. Then smoke the rest in any order you want to. Do you think (day) would be a good	Student
time for me to come? What time of day would be con-	OtherX
Venient?" - Procedure to the second is the second of the	Down by any change have a relaying use?
சியர் இன்னிறே அவசராகழ் வரிக்கு வந்தவர்களும் அரசும் இரும் முகிய கூடிய நேர் மாட்டிய அரசு முடிய நடிக்கு மேறிய மாட்டிய நடிக்கு முறிய	e. Do you by any chance have a television set?
Name	Yes:41-1
	No2
Address	
Audrea	f: Do you own your own home or do you rent?
Telephone.	Own41-3
Leiepnone	
COMP. 1 com. Prop.	. Rent4
Call back at: Time Date	
*	FACTUAL
 1 9年2日2本の 2 9年2日2本の 	Sex Economic level
13a. Now just a couple of questions for tabulating purposes. Are	
you married or single?	Male41-5 A42-I
Married39-1	Female6 B2
Single2	· · · · · · · · · · · · · · · · · · ·
Widowed or divorced3	Ag: D4
The state of the s	18-2041-7
by What was the name of the last (school, college) you at-	21 ¹ 248
tended?	White42-5
fuelle I-1	Negro6
(write in):	35-490
	50 and over X
·	Non-English
c. What is the last grade of school you finished—not including	1, on Englant
c. What is the last grade of school you finished—not including special courses like art or secretarial and so on?	speaking:42-7
	=
special courses like art or secretarial and so on? No schooling:	speaking42-7 Refused due to non-interest at
special courses like art or secretarial and so on? No schooling:	speaking:42-7 Refused due to
special courses like art or secretarial and so on? No schooling:	speaking 42-7 Refused due to non-interest at Question # 8

14. Have all the eigenettes we gave you been moked, or are there still some left? 48-1 (Ask & 4 d and skip to 17)	18. Have all the cigarettes we gave you been maked, or see there still some left	All the first of the second of	and the second s
14a. How all the eigenvettes we gave you been maked, or severe there still some left? 2. (Ask c and skip to 17)	14. Have all the eigenteste we gave you been smoked, or see there still some left 2.	CALL BACK . The region of the Topics . The second of the topics . The second of the topics and the second of the s	
there will some left? Finished all of both kinds 49-1 (Skip to 15) Finished L only Finished all of both kinds Finished all of both kinds Finished all of both kinds Cake the Late by Saw no difference 3 (Lak b) Saw no difference 10 (Ask case) Saw no differe	there still some left? Finished all of both kinds 49-1 (Skip to 15) Finished L only 2 (Akk b) Finished L only 3 Finished L only 4 Finished L only 4 Finished L only 5 Finished L only 4 Finished L only 5 Finished L only 5 Finished L only 5 Finished L only 5 Finished L only 6 Finished L only 6 Finished L only 6 Finished L only 6 Finished L only 7 Finished I only 6 Finished L only 7 Don't know 45-1 Don't know 44-Y Didn't finish K because 6 Don't know 45-Y Don't know 45-Y To only 6 Finished L only 6 Finished Both kinds 7 Finished L only 6 Finished Both kinds 8 Finished L only 6 Finished L only 7 Finished Both kinds 6 Finished Both kinds 7 Finished Both kinds 8 Finished B		1000 mg
Finished all of both kinds	Finished all of both kinds	at the state of	
Saw no difference 3 (Ask b) Finished L only 3 (Ask b) Finished L only 4 Finished L only 5 Finished L only 5 Finished L only 6 Finished noither 6 Finished noither 7 Smoked none 5 (TERMINATE) Didn't finish L because 6 Don't know 44-Y Didn't finish L because 7 Don't know 44-Y Didn't finish L because 45-Y Don't know 44-Y Didn't finish L because 45-Y Don't know 44-Y Didn't finish L because 50-Non the "K" cigarentes would you say you personally smoked? How about the "L" cigarentes? How many of those did you personally smoke? K L 3 or less 46-11 47-1 6-15 2 2 16-25 3 3 3 26-39 4 4 2 up to 4 packs 5 5 4 up to 6 packs 7 7 7 Finished all 8 8 8 8	Saw no difference 3 (Ask b) Finished L only 3 (Ask b) Finished L only 4 Finished L only 5 Finished L only 5 Finished L only 6 Finished noither 6 Finished noither 7 Smoked none 5 (TERMINATE) b. When you say that, do you mean that you didn't see am difference between the two, or do you mean you didn't like one any better than the other? Really no difference 46-5 (Ship to 17) Didn't finish L because 6. (Ast 4&e) Don't know 44-Y Didn't finish L because 7 Don't know 45-Y To or less 46-11 47-1 G15 2 2 16-25 3 3 3 Lak b) Don't know shich 4 (Ast 4&e) Don't know 64-Y Didn't finish L because 46-11 47-1 G15 2 2 16-25 3 3 3 Lak b) Don't know shich 4 (Ast 4&e) Don't know 64-Y Didn't finish L because 46-11 47-1 G15 2 2 16-25 3 3 3 Lak b) Don't know say that, do you mean that you didn't see am difference 46-5 (Ship to 17) Really no difference 46-5 (Ship to 17) Don't know 7 (Ship to 17) C. Why did you like that one better than the other? Appearance 50-Y South of the that one better than the other? Appearance 50-Y South of the that one better than the other? Appearance 50-Y Sw no difference 3 (Ast b) Don't know of the that one better than the other? Really no difference 46-5 (Ship to 17) Don't know 7 (Ship to 17) C. Why did you like that one better than the other? Appearance 50-Y Sw no difference 40-Y When you say that, do you mean that you didn't see am difference 46-5 (Ship to 17) Really no difference 46-5 (Ship to 17) Don't know 7 (Ship to 17) Appearance 50-Y Really no difference 46-5 (Ship to 17) C. Why did you like that one better than the other? Appearance 50-Y Really no difference 46-5 (Ship to 17) Appearance 50-Y Really no difference 46-5 (Ship to 17) C. Why did you like that one better than the other? Appearance 50-Y Really no difference 46-5 (Ship to 17) Appearance 50-Y Really no difference 46-5 (Ship to 17) Appearance 50-Y Really no difference 46-5 (Ship to 17) Appearance 50-Y Really no difference 46-5 (Ship to 17) Appearance 50-Y Really de 40-Y Rea	- (web) (Energy Still Some) (ett.) _{- は、公よ} 、シュサリリ (web) であって 200 a	
Sw no difference 3 (Akt b) Finished K only 2 15 Finished L only 3 Finished neither 4 (Akt d & e) Smoked none 5 (TERMINATE) b. When you say that, do you mean that you didn't see an difference between the two, or do you mean you didn't like one any better than the other? Didn't finish K because 6 (Akt d & e) Don't know 44-Y Didn't finish L because 40- Don't know 44-Y Didn't finish L because 40- Don't know 44-Y Don't know many of the "K" cigarettes would you say you personally moke? K 1 5 or less 46-11 47-1 6-15 2 2 16-25 3 3 5 26-39 4 4 4 2 up to 4 packs 5 5 5 4 up to 6 packs 7 7 7 Finished all 8 8 6 8	Sw no difference 3 (Akt b) Finished K only 2 15. Finished L only 3 Finished neither 3 Smoked none 5 (TERMINATE) b. When you say that, do you mean that you didn't see any difference between the two, or do you mean you didn't like one any better than the other? Didn't finish K because 6. Don't know 44-Y Didn't finish L because 6. Don't know many of the "K" cigarettes would you say you personally mokel? How about the "L" cigarettes? How many of those did you personally mokel? K 1 5 or less 46-1 47-1 615 2 2 16-25 3 3 5 26-39 4 4 2 up to 4 packs 5 5 5 4 up to 6 packs 6 6 6 6 up to 10 packs 7 7 7 Finished all 8 8 8 8	The first state of the first state of the st	the set of the second of the s
C. Finished L only	C. Finished L only	rimined all or both kinds40-1. (Skip to it)	Saw no difference 2 (Ark h)
Finished Lonly Finished Lonly Finished dicher Finished neither Finished neither Smoked none 5 (YERMINATE) b. When you say that, do you mean beyou didn't see an difference between the two, or do you mean you didn't kee one any better than the other? Really no difference — 45-5 (Skip to 17) Didn't finish K because Didn't finish L because Don't know — 45-Y Didn't finish L because 45- Don't know — 45-Y Didn't finish L because 45- Don't know — 45-Y So- Trinished see any difference — 46-5 (Skip to 17) Didn't finish L because 45- Don't know — 45-Y So- Trinished see any didn't see any difference — 46-5 (Skip to 17) Didn't finish L because 45- Don't know — 45-Y So- Don't know — 45-Y So- Don't know — 50-Y So- Trinished see any didn't see any difference — 46-5 (Skip to 17) Didn't finish L because 45- C. Why did you like that one better than the other? Don't know — 50-Y So- Don't know — 50-Y So- Trinished see any didn't see any difference — 46-5 (Skip to 17) Au p to 4 packs — 5 — 5 Au p to 4 packs — 5 — 5 Au p to 6 packs — 6 6 Gup to 10 packs — 7 — 7 Finished all — 8 — 8	Finished Lonly Finished Lonly Finished dicher Finished neither Finished neither Smoked none 5 (YERMINATE) b. When you say that, do you mean beyou didn't see an difference between the two, or do you mean you didn't kee one any better than the other? Really no difference — 45-5 (Skip to 17) Didn't finish K because Didn't finish L because Don't know — 45-Y Didn't finish L because 45- Don't know — 45-Y Didn't finish L because 45- Don't know — 45-Y So- Trinished see any difference — 46-5 (Skip to 17) Didn't finish L because 45- Don't know — 45-Y So- Trinished see any didn't see any difference — 46-5 (Skip to 17) Didn't finish L because 45- Don't know — 45-Y So- Don't know — 45-Y So- Don't know — 50-Y So- Trinished see any didn't see any difference — 46-5 (Skip to 17) Didn't finish L because 45- C. Why did you like that one better than the other? Don't know — 50-Y So- Don't know — 50-Y So- Trinished see any didn't see any difference — 46-5 (Skip to 17) Au p to 4 packs — 5 — 5 Au p to 4 packs — 5 — 5 Au p to 6 packs — 6 6 Gup to 10 packs — 7 — 7 Finished all — 8 — 8	the state of the s	
Finished tonly Finished noither Smoked none 5 (TERMINATE) b. Why is it that you haven't finished both kinds? Didn't finish K because Didn't finish L because Don't know 44-Y Didn't finish L because Don't know 45-Y Didn't finish L because Don't know 45-Y Don't know 45-Y To less 46-11 5 or less 46-11 47-11 5 or less 46-11 47-11 6-15 6-15 6-15 7-17 6-15 6-15 8-18 18 18 18 18 18 18 18 18	Finished Lonly Finished noither Smoked none 5 (TERMINATE) b. Why is it that you haven't finished both kinds? Didn't finish K because Didn't finish L because Don't know 44-Y Didn't finish L because Don't know 45-Y Don't know 45-Y Don't know 45-Y To or less 46-11 5 or less 46-11 615 2 2 2 16-25 3 3 3 26-39 4 4 2 up to 4 packs 5 5 5 5 1-5 Finished all 8 8 8	Finished K only2	
Finished seither	Finished seither		
Finished neither Smoked none 5 (TERMINATE) 5 When you say that, do you mean that you didn't see an difference between the two, or do you mean you didn't like one any better than the other? Really no difference —48-5 (Skip to 17) Didn't finish L because Don't know —44-Y Didn't finish L because 45- Don't know —45-Y Didn't finish L because 45- Don't know —45-Y Triends, but how many of the "K" cigarettes would you say you personally smoke? K L 5 or less —46-1 —47-1 6-13 — 2 — 2 16-25 — 3 — 5 26-39 — 4 — 4 2 up to 4 packs — 5 — 5 4 up to 6 packs — 6 — 6 6 up to 10 packs — 7 — 7 Finished all — 8 — 8	Finished neither Smoked none 5 (TERMINATE) 5 When you say that, do you mean that you didn't see an difference between the two, or do you mean you didn't like one any better than the other? Really no difference —48-5 (Skip to 17) Didn't finish L because Don't know —44-Y Didn't finish L because 45- Don't know —45-Y Didn't finish L because 45- Don't know —45-Y Triends, but how many of the "K" cigarettes would you say you personally smoke? K L 5 or less —46-1 —47-1 6-13 — 2 — 2 16-25 — 3 — 5 26-39 — 4 — 4 2 up to 4 packs — 5 — 5 4 up to 6 packs — 6 — 6 6 up to 10 packs — 7 — 7 Finished all — 8 — 8		Company of the second of the s
Smoked none	difference between the two, or do you mean you didn't like one any better than the other?	1	The second secon
Smoked none	Smoked none	**	
Really no difference 48-5 (Ship to 17)	Really no difference 48-5 (Ship to 17)		
b. Why is it that you haven't finished both kinds? Didn't finish K because Don't know 44-Y Didn't finish L because 45- Don't know 45-Y Don't know 45-Y 15. Of course, you may have given some away to your family or friends, but how many of the "K" cigarettes would you say you personally smoke? K L 5 or less 46-1 47-1 6-13 2 2 16-25 3 3 3 26-39 4 4 4 2 up to 4 packs 5 5 4 up to 6 packs 6 6 6 6 up to 10 packs 7 7 7 Finished all 8 8 8 8	b. Why is it that you haven't finished both kinds? Didn't finish K because Don't know 44-Y Didn't finish L because 45- Don't know 44-Y Didn't finish L because 45- Don't know 50- Why did you like that one better than the other? 50- 15. Of course, you may have given some away to your family or friends, but how many of the "K" cigarettes would you say you personally smoke? K L 5 or less 46-1: 47-1 6-13 2 2 16-25 3 3 3 26-39 4 4 4 2 up to 4 packs 5 5 4 up to 6 packs 6 6 6 6 up to 10 packs 7 7 7 Finished all 8 8 8		(IE) like one any better than the other?
Don't know	Don't know	্রিক্টিট্রাল্লা হা ওপ্তার বালবালি । ১ জালাল্লি । ১	Really no difference48-5 (Skip to 17)
Don't know	Don't know	h Why is it that you haven't finished both kinds?	A District Control of the Control of
Don't know	Don't know	de why is it that you haven't imistled both kinds:	
144 Don't know	144 Don't know	**************************************	
Don't know	Don't know	Didn't finish K because	· ·
Don't know	Don't know 44-Y Didn't finish L because 45- Den't know 45-Y 15. Of course, you may have given some away to your family or friends, but how many of the "K" cigarettes would you say you personally smoke? How about the "L" cigarettes? How many of those did you personally smoke? K L 5 or less 46-1 47-1 6-15 2 2 16-25 3 3 3 26-39 4 4 2 up to 4 packs 5 5 4 up to 6 packs 6 6 6 up to 10 packs 7 7 Finished all 8 8 8	44	
Don't know 44-Y Didn't finish L because	Don't know 44-Y Didn't finish L because	2. * 51	.
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15. Of course, you may have given some away to your family or friends, but how many of the "K" cigarettes would you say you personally smoked? How about the "L" cigarettes? How many of those did you personally smoke? K	15. Of course, you may have given some away to your family or friends, but how many of the "K" cigarettes would you say you personally smoked? How about the "L" cigarettes? How many of those did you personally smoke? K	Didn't finish I because:	
Don't know	Don't know	Digit Milita Potente	49-
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Don't know	Don't know	Don't know4>	-1: " 50-
How about the "L" cigarettes? How many of those did you personally smoke?	How about the "L" cigarettes? How many of those did you personally smoke?	friends; but how many of the "K" cigarettes would you	50-Y
K L	No.	How about the "L" cigarettes? How many of those did a	
K L	K L	-	d. were there any things about a that you taked beste
5 or less46-1:47-1 6-15	5 or less46-1:47-1 6-15		than Kirr
5 or less	5 or less46-1:47-1 6-15	. <u>K</u> <u>L</u>	
5 or less46-147-1 6-15	5 or less46-147-1 6-15		
6-15	6-15 2 2 16-25 3 5 Don't know 52-Y 26-39 4 4 e. Were there any things about "K" that you liked bette than "L"? 4 up to 6 packs 6 6 6 up to 10 packs 7 7 Finished all 8 8	5 or less:46+1:4	
6-15	6-15 2 2 16-25 3 5 Don't know 52-Y 26-39 4 4 e. Were there any things about "K" that you liked bette than "L"? 4 up to 6 packs 6 6 6 up to 10 packs 7 7 Finished all 8 8	ş.d.	
16-25	16-25	6-15 2	2 52-
26-39	26-39	,	· · · · · · · · · · · · · · · · · · ·
26-39 4 4 4 4 Einished all 8 8 8	26-39 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4	16.2%	
2 up to 4 packs	2 up to 4 packs	1020	Don't know52-Y
2 up to 4 packs	2 up to 4 packs		4 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
2 up to 4 packs	2 up to 4 packs55 than "L"? 4 up to 6 packs66 53 6 up to 10 packs77 Finished all88	26-394	-4
4 up to 6 packs 6 6 53 6 up to 10 packs 7 7 54+ Finished all 8 8	4 up to 6 packs 6 6 53 6 up to 10 packs 7 7 54+ Finished all 8 8		e.: Were there any things about "K" that: you liked bette
53— 6 up to 10 packs	53— 6 up to 10 packs	2 up to 4 packs	5 than "L"?"
53— 6 up to 10 packs	53— 6 up to 10 packs		
6 up to 10 packs	6 up to 10 packs	4 up to 6 packs 6	6
6 up to 10 packs	6 up to 10 packs		
Finished all 8 8	Finished all 8 8	6 up to 10 packs 7	7
Finished all88	Finished all88		
		• • •	
Don't know99 Don't know54-1	Don't know 9 9 Don't know 54-1		
Don't know99 Don't know54-7	Don't know99 Don't know54-1		
		Finished all8	8
		Finished all 8	8

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the state of the s	And the second s
"REALLY NO DIFFERENCE" IN 16b, ASK ABOUT "THESE	17c. When you say "irritating," do you mean the cigarette makes
GARETTES" ONLY	you cough, gives: you a raw throat, irritates: your nose; or
and it kings a sure that the new property of the first of	what?
The grade room of the depresentation and the contract of the c	the state of the second section of the second section is the second section of the second section of the second
Tai. Here is a card with a list of words and phrases on it.	Cough63-1
(HAND RESPONDENT BLUE CARD) Are there any	
words and phrases that you personally would say are par-	Do allow
ticularly good for describing the way you feel about the	We see a self to the self throat
(K; these) cigarettes? Any others?	
	Irritates nose
How about the L cigarettes? Are there any words that are	\
particularly good for describing them? Any others?	Other63-
K, these	(write in):
agin i kamman i kanja g alama i masa aya 🚍 i sakati bi 📗	Section 1 to the section of the sect
*a -a-1_ 0\2017\1.	63-
Good tasting 2	CTO CONTROL CO
Mild	Don't know63-Y
Gives you a lift 4 10 7 4	Don't Mion
アニュー・ログ・・・・・・・・・・・・・・・・・・・・・・・・・・・・・・・・・・・	the same and are some and are
Good aroma 6	
Strong 7	••
No bad after effects 8 8	18a. Of course, you may have felt differently, about these ciga-
are one are energy	rettes when you first tried them than you do now. When
Different9	you first tried them, which kind did you like best?
Clean00	
Sweet:X:X:	K64-1
Fresh Y	FT - Management - Committee M. T A.
Satisfying56-158+1	L,2
Character2	
Smooth:3	No difference:3:
Quality4:4:	
None or don't know5	Don't know4
None or don't know5	
b. Here's a different list of words and phrases, (HAND RE-	
SPONDENT PINK CARDI Are there any of these words that	b. As you smoked more of them, did you notice anything about
you personally would say are particularly good for describ-	the K cigarettes that you didn't notice at first?
ing the (K, these) cigarettes? Any others?	
How about the L cigarettes? Which of these words and	63
phrases would you pick to describe them? Any others?	•
Ki.these L.	
Sour59-161-1	66-
Too mild 2	
Bing 3	
Hot 4	Nothing or don't know66+Y
Uninteresting5	
	•
Irritating 6 (Ask'c) 6 (Ask'c)	
Flat 7	Way show the Laborators
Loose bits of tobacco8	c. How about the L cigarettes?
Too sweet9	
Tastes bad0	
	67-
Stale60-162-1	
Too strong2	68
Tasteless33	
Tasteless:33	Nothing or don't know

T	
19. Which of the two cigarettes would you say (was cooler smoking	No difference
Action of the contract of the	K L ordon't know
a. Was cooler smoking	69-1 3 41
b. Had the best aroma when you opened	the state of the s
C. Was the best smelling when you were amo	oking them 69-7
d. Smelled worse after you put them out	69-0 X
a. Was easiest to draw on	
f. Was more tightly packed	
g. Was this too tightly packed, about right, or not tight end	ough?" The Bridge Grant Control of the section of t
Too:	tight:70-7
Abou	itiright8
Not	tight enough9
The second of the control of the con	t know0.
	**
INTERVIEWER ENTER TYPE OF REGULAR BRAND (QUESTION 4)	IF "REALLY NO DIFFERENCE" IN 165, ASK ABOUT "THE
HERE:	CIGARETTES" ONLY
Regular 71-1 (Ask 20)	ASK EVERYONE
King	22a. As we told you at the beginning, these are both brands:
Filter 3)	cigarettes now on the market. Do you have any idea wh
IF "REAULY: NO DIFFERENCE" IN 165; ASK ABOUT "THESE	brand the (K, these) cigarettes are?
CIGARETTES" ONLY	a, C.
•	K, these
REGULAR SMOKERS ONLY	Camels
20a. How would you say the (K, these) cigarettes compare to the	Chesterfields2
cigarettes you usually smoke? Do you like them a lot better,	Lucky. Strike
a little better, about the same, not quite as well; or not	Old Gold4 (4 (4 (4 (4 (5 (5 (5 (5 (5 (5 (5 (5 (5 (5 (5 (5 (5 (5 (5 (5 (5 (5 (5 (5 (5 (5 (5 (5 (5 (5 (5 (5 (5 (5 (5 (5 (5 (5 (5 (5 (5 (5 (5 (5 (5 (5 (5 (5 (5 (5 (5 (5 (5 (5 (5 (5 (5 (5 (5 (5 (5 (5 (5 (5 (5 (5 (5 (5 (5 (5 (5 (5 (5 (5 (5 (5 (5 (5 (5 (5 (5 (5 (5 (5 (5 (5 (5 (5 (5 (5 (
nearly as well as the cigarettes you usually smoke?	Other6
b. How about the L cigarettes? How did they compare to the	Don't know7 (Skip to c)7 (Skip to 2
cigarettes you usually smoke? Would you say you liked them a lot better, a little better, about the same, not quite as	1 7921 1 1 1 1 M) (1 1 1 H-22) 9:
well, or not nearly as well as the cigarettes you usually smoke?	b. Why do: you: think: the K's are (brand in "a")?
K; these L	
Lot better 72-1 72-7	75-
Little better 28	
About the same39	76
Not quite as well40	~
Not nearly as well5X	
Don't know6Y	Don't: know . 76-
IF "REALLY NO DIFFERENCE" IN 166, ASK ABOUT "THESE	c. How about the L cigarettes? (RECORD ABOVE)
CIGARETTES" ONLY	
MAIN CORE PURE TIRENAMENT AND	d. Why do you think the Us are (brand in "c")?
KING: SIZE, FILTER TIP'SMOKERS ONLY	d. Why do you mink the kstate total in C /.
21a. Aside from the fact that these were not (king size, filter	
tips) did you like (K, these) cigaretets a lot better, a little	****
better, about the same, not quite as well, or not nearly as	7.7-
well as the digarettes you usually smoke? (RECORD: ABOVE)	
b. How about the L cigarettes? Aside from the fact that they	78-
were not (king size, filter tips) would you say you liked them	/-
a lot better, a little better, about the same, not quite as well,	
or not nearly as well as the cigarettes you usually smoke? (RECORD ABOVE IN L COLUMN)	Don't know

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ASK 23a (NOW SMOKES PHILIP MORRIS (QUES. 4) AND HAS BEEN SMOKING THEM NOT MORE THAN 6 MONTHS (5d), OR MAY SWITCH TO PHILIP MORRIS (5b & c). ASK 23b (LAST BRAND WAS PHILIP MORRIS (6d) AND CHANGED BRANDS NOT MORE THAN 6 MONTHS AGO (5d) OR PRESENT BRAND 15 PHILIP MORRIS (4), AND MAY SWITCH TO 165 C (241 6 ANOTHER BRAND (5b & c).	23b. Has the new "Shap-open" package had anything to do with your switching from Philip Morris? Yes 7 - 79 - (Ask c): - 179 - (Ask c): - 170 - (Ask c):
DONIT ASK 23 (ALL OTHERS)	c. Why do you feel that way about the "Snap-open" package?
23a. Has the new "Snap-open" package had anything to do with your switching to Philip Morris?	easti.
POHRT 280 A Y2A A R Yes	ek High levelge tok kolt kalle og dettig tidt e tokk om i bille kolte. 1. De tokk og dettig tid bille know